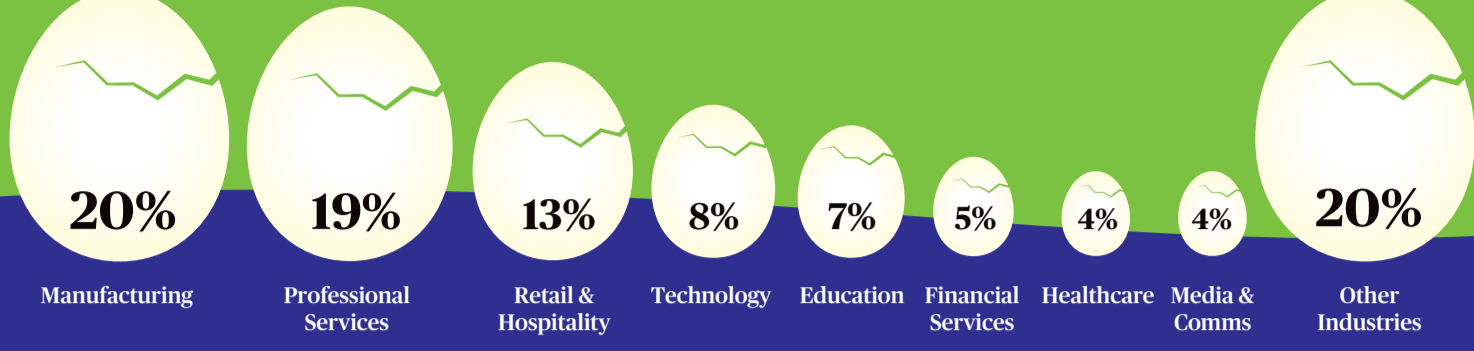


# Ignorance is Risk

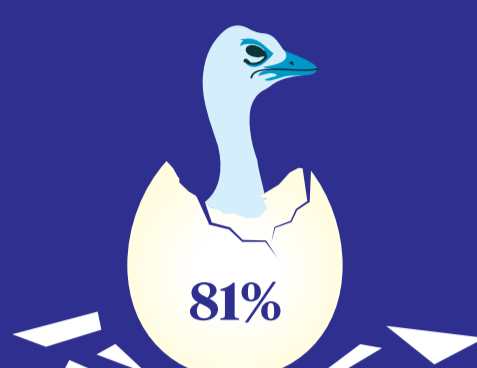
## Regional SME Cyber Preparedness Report 2019

1,400 Small and Medium Enterprises (SMEs) across Australia, Hong Kong SAR, Malaysia and Singapore were surveyed in 2019 to understand their attitude towards cyber risks.

### The industries respondents belonged to are:



### A gap in perceived vs actual risk

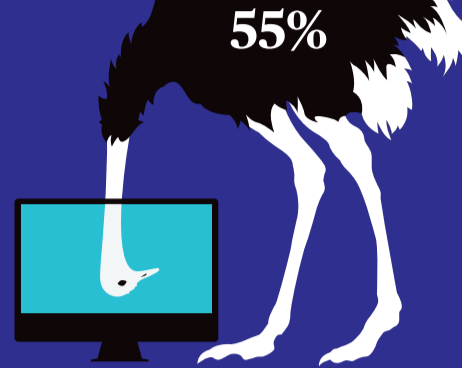


81% of SMEs are confident that they are sufficiently prepared to overcome a surprise attack by sophisticated hackers or cyber criminals.

### Yet...



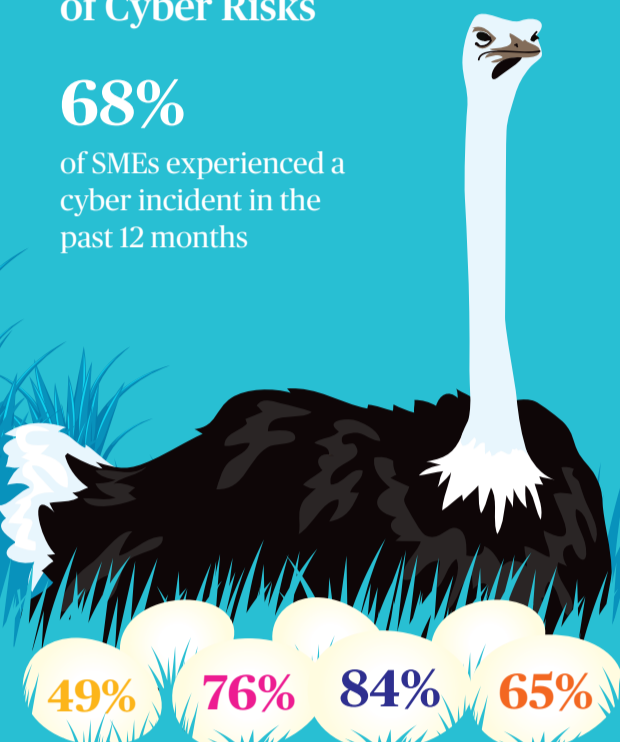
41% say there isn't a consistent understanding of what cyber risk means for their organisation.



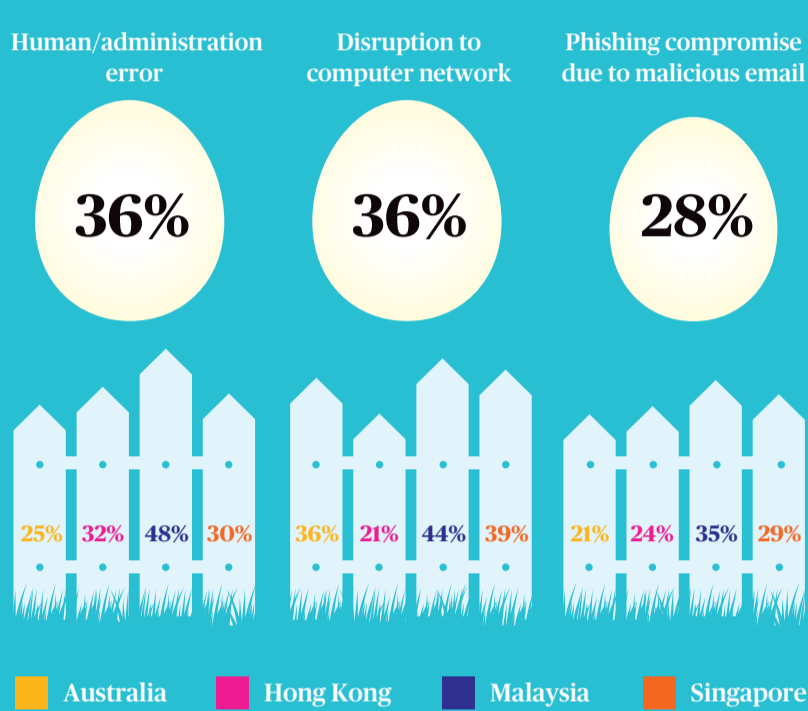
55% of SMEs say they are not aware of all the cyber threats they face.

### Occurrence of Cyber Risks

**68%** of SMEs experienced a cyber incident in the past 12 months



### On average, across the 4 locations, the most common cyber incidents in 2019



### Employees are the weakest link:

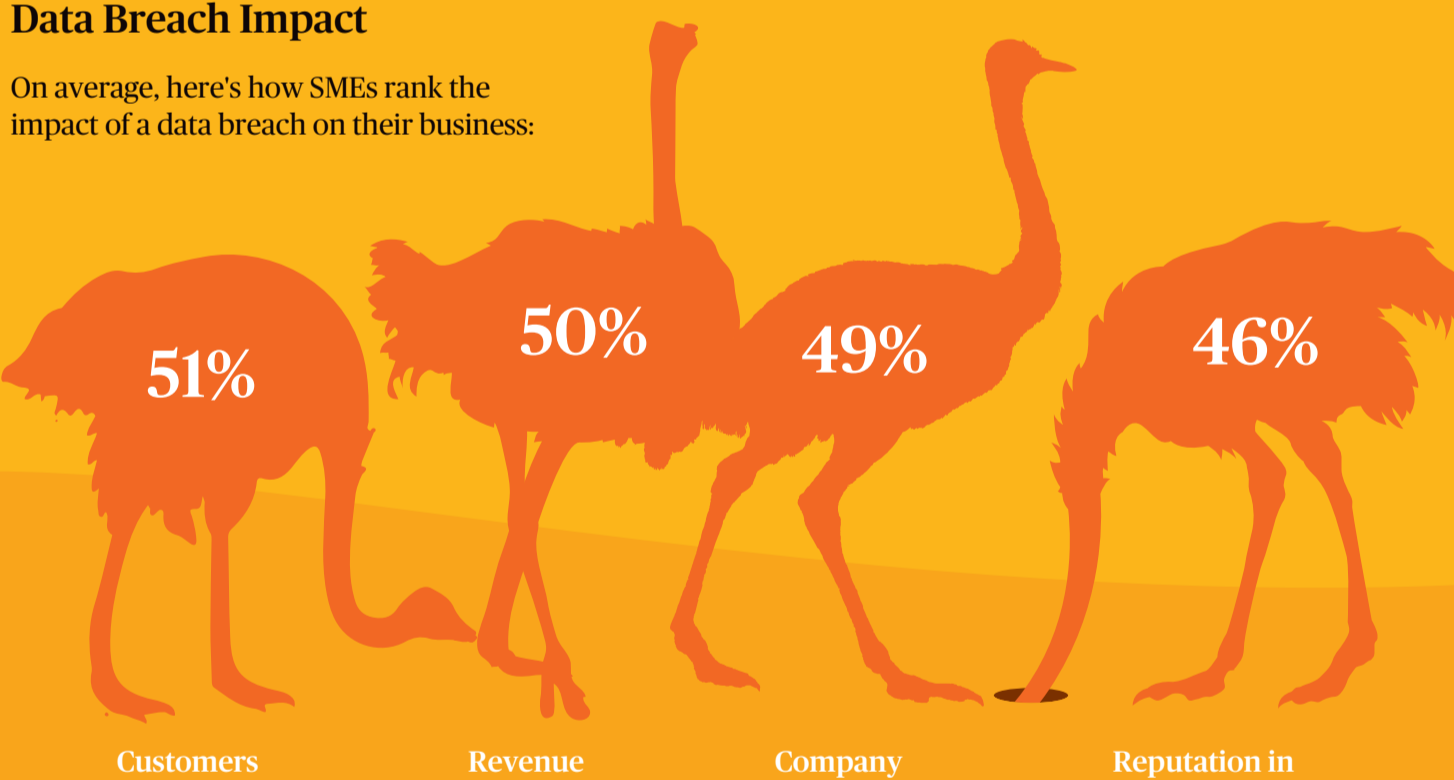
**23%** of SME leaders say the biggest challenge in protecting against a cyber incident is their employees

**48%** of respondents are not confident that employees with access to sensitive data are fully aware of their data privacy responsibilities.

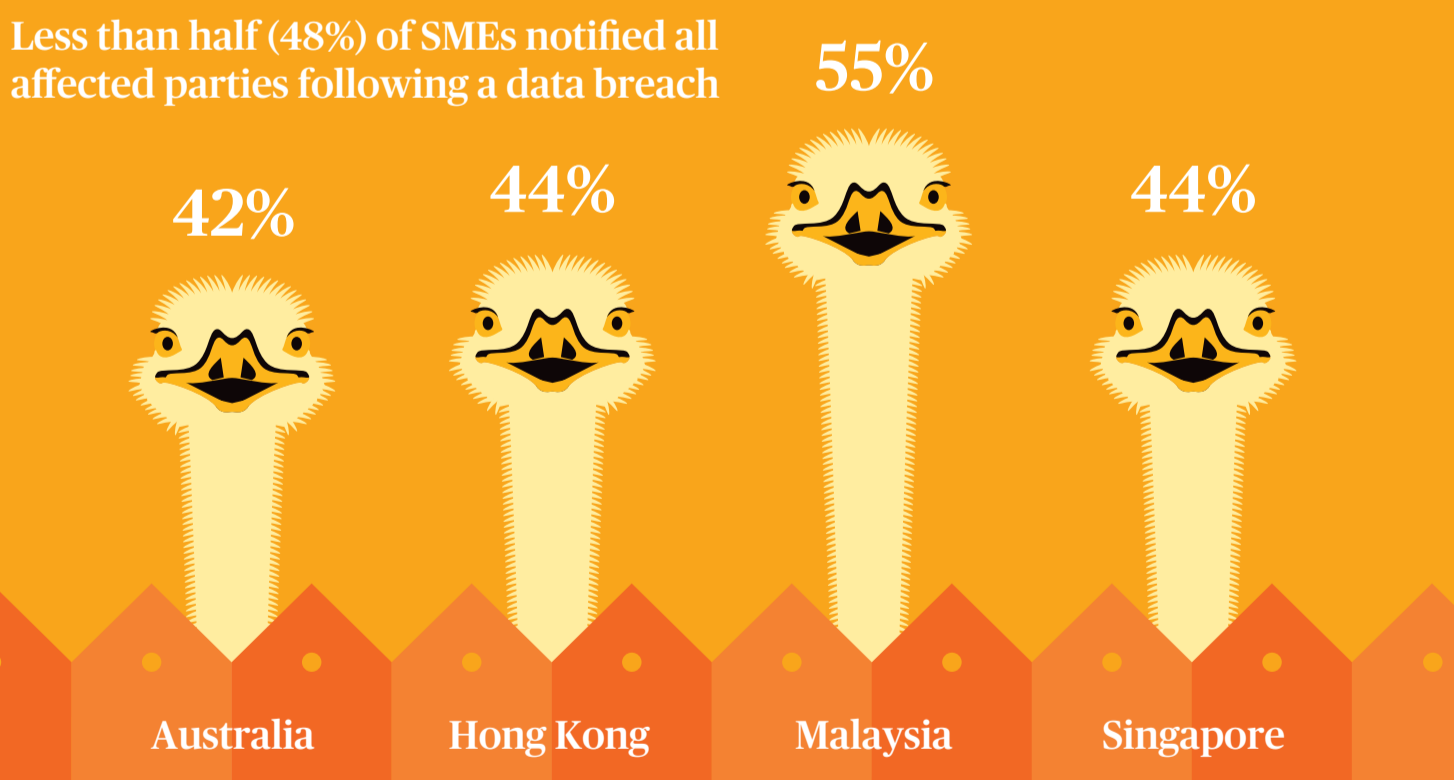


### Data Breach Impact

On average, here's how SMEs rank the impact of a data breach on their business:



### Less than half (48%) of SMEs notified all affected parties following a data breach



### Insurance Must Play a Larger Role

On average, the majority **57%** of SMEs recognise insurance has an important role to play in managing their cyber risk.

**But 40%** of SMEs have never had cyber risk insurance.

The role SMEs recognise insurance has in managing their cyber risk by country:



For more insights and tips on cyber risk management, please visit: [www.chubb.com/ap-cyber](http://www.chubb.com/ap-cyber)

Download the full survey report at: [www.chubb.com/ap-sme-cyber-report-2019](http://www.chubb.com/ap-sme-cyber-report-2019)

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